

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

a 521
A8 7F 3

USDA LIBRARY

SNA

Farm Broadcasters Letter

United States Department of Agriculture Office of Communications Radio-TV Division Washington, DC 20250-1340 (202)720-4330

Letter No. 2628

September 17, 1993

Mikhail Volpov, member of a delegation of Ukrainian farmers and skilled workers, and Under Secretary Eugene Moos, review a publication regarding flood conditions in the Midwest. The 50-person group will spend a week living with farm families in Iowa, Illinois and Missouri, and will help with flood relief efforts. Last spring the Ukraine hosted 100 Iowa farmers, agronomists and technicians who planted 500,000 acres of corn in the Western European country. USDA photo by Bob Nichols. 93CN1864



FRESH START -- USDA will begin purchasing twice the amount of fresh fruits and vegetables for school lunches under a long-term nutrition initiative, Fresh Start. "Our school meal programs are the first line of defense against poor nutrition," says Agriculture Secretary Mike Espy. "We must strive to reduce the amount of fat in the school meal program." The National School Lunch Program operates in nearly 95 percent of the nation's schools and serves about 25 million lunches a day. More than 5 million children are also served breakfasts at school. The variety as well as the number of fruits and vegetables will increase, doubling the 8.8 million pounds of fresh fruits and vegetables distributed to schools last year. Ellen Haas, assistant secretary for Food and Consumer Services, says USDA will conduct four field hearings to receive public opinion on how to improve nutrition in school meal programs. Dates and locations are: Oct. 13, Atlanta, Georgia; Oct. 27, Los Angeles, California; Nov. 12, Flint, Michigan; Dec. 7, Washington, D.C. **Contact: Bonny Wolf (202) 720-7711.**

HELPING PRODUCERS IN DISASTER AREAS -- Producers in counties not affected by the 1993 natural disasters may harvest hay from acreage conservation reserve and from conservation use acreage for donation to livestock producers in disaster-affected counties. The hay must be donated to livestock producers or to organizations that will donate the hay to livestock producers in disaster designated counties. The hay may be harvested by either the producer or recipient. There are certain restrictions. Producers are urged to contact their local county ASCS office for details. **Robert Feist (202) 720-6789.**

PRODUCTION DOWN, PRICES UP -- Prices have risen dramatically for corn and soybeans, more than offsetting reduced production and lifting cash receipt forecasts. But flooded Midwest grain producers and drought-hurt Eastern farmers are likely to see lower receipts and less income. A major factor will be how much corn or beans survived the disasters, and how much of last year's stored crop will be marketed. This year's production of corn and beans will be close to 1991 levels. **Contact: Bob Dubman (202) 219-0809.**

FARM INCOME -- Recent survey results show that 54 percent of farm households consider farming as their primary occupation. But even for this majority, off-farm work can be a major source of income. Farm household income in 1992 averaged \$4,300 from farm sources and \$35,700 from all other sources. Farm debt is expected to increase \$1-2 billion, while farm equity should advance to \$740 billion, the highest since 1983. **Contact: Bob McElroy (202) 219-0809.**

MILK PROMOTION -- A proposed national fluid milk promotion and consumer education program will be voted by milk processors in a referendum, October 12-21. The program would be funded by mandatory assessments on processors, and administered by a 20-member board consisting mostly of milk processor representatives. The referendum will be conducted by USDA. **Contact: Clarence Steinberg (202) 720-6179.**

RIPER, TASTIER BERRIES -- A natural antifungal compound that protects berries from mold is being used to USDA scientists to extend the product's shelf life. USDA scientists have found a compound, 2-noanone, that extends the time berries resist the onslaught of fungi. The compound may have commercial appeal because it has a fruity floral aroma, does not break down quickly into other compounds, and costs little. A quart of berries could be treated for less than a penny. Both grocers and consumers could profit from tastier berries than those picked early to prolong shelf life. **Contact: Steven Vaughn (309) 685-4011.**

ASTRONAUTS WILL HAVE THEIR VEGGIES -- One of the results of a satellite that orbited the earth for more than five years is that seeds don't lose their disease resistant qualities. Scientists with USDA's Agricultural Research Service tested the seeds to determine if there were differences in a tomato plant's ability to resist natural infection. The result: The rigors of cold and weightlessness during space flight had no adverse impact on the seeds. Therefore seeds should be able to provide fresh vegetables for future astronauts on long duration trips. **Contact: Vincent Russo (405) 889-7395.**

DAIRY MANAGEMENT HELP -- Dairy farmers can get help on management decisions from a computer model that simulates dairy farm operations. As an example of how the system can be used, researchers entered data on a western New York dairy farm to find a cost-efficient way to store silage. Answer: A type of silo known as a top-unloading, stave tower. The system, known as DAFOSYM, is distributed free. To obtain a copy write to Alan Rotz, USDA-ARS, 206 Farrall Hall, Michigan State University, East Lansing, MI 48824. **Contact: Richard Muck (608) 264-5245.**

COMPUTERS VS INSECTS -- Insect infestations in stored grain can be reduced with a computer program developed by researchers with USDA's Agricultural Research Service.. The computer predicts the effects of various storage conditions and how long the grain can be stored. Operators provide information on the grain's initial temperature and moisture, how long it will be stored, and whether it will be aerated. The program points out potential problems and suggests changes to avoid or limit insect infestations. It's being adapted for use by commercial grain storage facilities, and is expected to be available for widespread use later this year. **Contact: Paul Flinn (913) 776-2707.**

FROM OUR RADIO SERVICE

AGRICULTURE USA #1893 -- The movie Jurassic Park has many people wondering if biotechnology might someday be able to bring back extinct species. **Gary Crawford** explores the possibilities. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1375 -- Buy a gator product, save a gator; are dinos coming back?; folk remedies sometimes ring true; new food labels explained; good gristle. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1885 -- USDA News Highlights; farm program compliance; volcanoes and farmers' weather; farm integration; cheaper ethanol. (Weekly reel of news features.)

NEWS FEATURE FIVE #1638 -- Glowing discovery; resistant barley; medicine weed; bearberry benefits; maypop revisited. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Wednesday, September 22, aquaculture outlook, world coffee situation; Thursday, September 23, Asia/Pacific rim outlook; Friday, September 24, livestock/poultry update; Tuesday, September 28, crop/weather update; Wednesday, September 29, ag prices. These are the **USDA reports we know about in advance**. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.

USDA RADIO NEWSLINE (202) 488-8358 or 8359, COMREX ENCODED (202) 720-2545.
Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION SERVICE

FEATURES -- **Lynn Wyvill** reports on biopulping. **Will Pemble** examines the role of drip irrigation in saving water.

ACTUALITIES -- USDA meteorologist **Norton Strommen** on the weather and crop situation; USDA world board chairman **James Donald** on crop production estimates; USDA economist **Bob Dubman** on agriculture income. B-roll: USDA officials greet Ukrainian farmers and technicians on their way to offer flood relief assistance to Midwest farmers.

UPCOMING FEATURES -- **DeBoria Janifer** reports on the Choice Farm; **Lynn Wyvill** reports on small-scale agriculture sheep farming.

EVERY OTHER WEEK -- Agriculture Update with anchors **Eric Parsons** and **Lori Spiczka**. 4:30 of USDA farm program information in news desk format with B-roll.

Available on Satellite Galaxy 4, channel 23, audio 6.2 or 6.8, downlink frequency 4160 MHz.: Thursdays from 7:30 - 7:45 p.m., EDT, Saturdays from 10 - 10:30 a.m., EDT, and Mondays from 8 - 8:30 a.m., EDT.

OFFMIKE

CLOUDS OF WHITEFLIES...have moved from farms into town, attacking a wide variety of plants, says **George Gatley** (Western Agri-Radio Networks, Yuma, AZ). He says one of the most effective methods to combat them is a spray consisting of a teaspoon of detergent per quart of water. George says California is number two in dairy production, and processors are considering opportunities to ship more milk to the eastern U.S.

STATE FAIR FOCUS -- is changing from agriculture to lawn and garden equipment, says **Shelly Beyer** (Linder Farm Network, Willmar, MN). For the first time there was no large area devoted to farm equipment. Dealers are exhibiting at farm shows. Shelly says fair attendance was high.

NAFTA...is a low profile issue among producers in the area served by **Mark Smith** (WASU, Jonesboro, AR), it is not discussed much. One of the things they are talking about is a resistant strain of barnyard grass that has developed. It is resistant to herbicide. Mark says the station's new 100,000 watt transmitter and new antenna has extended the coverage area.

Farm Broadcasters Letter



Office of Public Affairs
Radio-TV Division
U.S. Department of Agriculture
Washington, D.C. 20250-1340

OFFICIAL BUSINESS
Penalty for Private Use \$300



PRODUCERS...are watching prices and legislation, says **Jeff Nalley** (WOMI/WBKR, Owensboro, KY). Soybean production is down, caused by drought in the southern portion of the state and leaf spot in northern areas. Farmers are concerned about prices and planting spot-resistant varieties next year. Tobacco producers are keeping an eye on legislation that would limit imports. Manufacturers have substantially increased their use of imported leaf.

A LOT OF CORN...isn't going to make it, says **Bob Nance** (WMT, Cedar Rapids, IA). About 40 percent is stunted, and the frost date is getting closer. Hay quality is also a problem, rain has damaged the cuttings. Live coverage is planned of the Farm Progress Show in Amana, IA, Sept. 28-30. Bob says the use of ultrasound technology on the farm will be demonstrated.

THE FIRST...K-600 Ag Show was such a hit that exhibitors are already calling to reserve booth space, says **Ole Olson** (KSJB, Jamestown, ND). Second annual event will be held Feb. 3-9, 1994 at the civic arena. First snow has arrived in the state. Freezing temperatures are early.

VIC POWELL

Chief, Radio & TV Division